

No. 15(12)MOI/NPO/CEO/2012
20th December, 2012

Mr. Muhammad Jawed Bilwani
Chairman
Pakistan Hosiery Manufacturers & Exporters Association
Karachi

SUBJECT: NPO LAUNCHED INTERNATIONALLY RECOGNIZED BUSINESS EDGE TRAINING PROGRAMS OF IFC (A MEMBER OF WORLD BANK GROUP) IN PAKISTAN.

Dear Sir,

The National Productivity Organization (NPO) is the apex body working under the Ministry of Industries and a member of Asian Productivity Organization (APO) and World Network of Productivity Organizations (WNPO) for the promotion of Productivity with Quality and innovation in every sector of the economy.

The thrust areas of NPO includes *Productivity & Quality Training, Energy Efficiency Auditing, Consultancy and Research Services* for productivity improvement in the public and private sectors. So far, NPO has successfully organized more than 52 International APO Programs in Pakistan, and over 1000 National & Corporate Training Programs.

NPO has recently acquired the partnership of International Finance Corporation (IFC) (a member of World Bank Group) to conduct the specialized Business Edge (BE) trainings for productivity enhancement of SME's in Pakistan. NPO has 11 IFC certified trainers to conduct the BE trainings according to latest trends and methodologies. Business Edge offers 53 training modules in following 6 key areas:

1. Marketing Management
2. Human Resource Management
3. Financial Management & Accounting
4. General and Operations Management
5. Personal Productivity Skills
6. Sector specific Management Workshops/ Training (Tourism)

From the 53 training modules 25 modules have been translated into Urdu so that people from less developed areas can also get the benefits of these training programs. A list of training modules is attached at Annex-I.

In this regard you are kindly requested to disseminate/ share the information about this initiative of NPO with all the organizations in your domain so that, they can get benefit from these Internationally recognized training programs.

NPO can organize these training programs on the request of the organizations by charging a nominal fee and can also customize them based on their Training Need Assessment (TNA).

Looking forward for a long term cooperation for promoting productivity for prosperous Pakistan.

With profound regards,


Khawaja MUHAMMAD Yousuf

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Annex-I

List of Business Edge™ Training Modules

Sr. No.	General Management Workshops/Training Modules	approximate duration (days)*	Urdu Translation
1. Marketing Management			
1.	Caring for the Customer	1.0	√
2.	Achieving Success in Marketing	1.0	√
3.	Assessing Marketing Opportunities	0.5	√
4.	Developing a Competition Strategy	0.5	
5.	Positioning Yourself in the Market	0.5	√
6.	Establishing Your Marketing Mix Strategy	0.5	
7.	Preparing Your Product Strategy	1.0	
8.	Working Out Your Pricing Strategy	1.0	√
9.	Creating Your Distribution Strategy	1.5	
10.	Developing an Integrated Marketing Communication Strategy	1.0	
11.	Improving Your Selling Skills	2.0	√
12.	Gaining Consumer Insights	2.0	√
13.	Marketing Services	3.0	
2. Human Resource Management			
14.	Organizing for Successful Training & Development	1.0	√
15.	Recruiting for Key Management Positions	1.5	√
16.	Planning for Human Resources	1.5	
17.	Retaining Top Employees	1.5	
18.	Establishing Compensation & Benefits	1.5	
19.	Appraising Performance	2.0	
20.	Managing HR Communication	2.0	
21.	Performing Effective Job Design	2.0	
3. Financial Management and Accounting			
22.	Controlling Costs	1.0	√
23.	Working with Budgets	1.5	√
24.	Using & Analyzing Financial Statements	1.0	
25.	Developing a Business Plan for a New Venture	2.0	√
26.	Controlling Business Assets	1.0	√
27.	Evaluating Investment Decisions	1.0	
28.	Strengthening Your Financial Skills (farmers)	2.0	
29.	Strengthening Your Financial Skills (entrepreneurs)	2.0	
4. General and Operations Management			
30.	Understanding Quality	1.5	√
31.	Achieving Quality	2.0	√
32.	Auditing Quality	2.0	√
33.	Controlling Physical Resources	1.0	√
34.	Planning and Controlling Work	2.0	√

5. Personal Productivity Skills			
35.	Motivating People	2.0	√
36.	Managing Changes	2.0	√
37.	Managing with Authority	2.0	
38.	Delegating Effectively	1.0	
39.	Managing Time	2.0	√
40.	Becoming a More Effective Manager	1.0	
41.	Solving Problems	1.0	√
42.	Communicating Effectively	2.0	√
43.	Coaching at work	1.5	
44.	Influencing	2.0	
45.	Using Information for Decision Making	1.0/1.5	√
46.	Leading your Team	1.0	√

Sr. No.	6. Sector specific Management Workshops/ Training Modules	<i>approximate duration (days)*</i>
	Tourism (Accommodation services)	
	Step 1: Homework (6.5 days)	
47.	Caring for the Guests 1 (basic)	1.0
48.	Caring for the Guests 2 (advanced)	1.0
49.	Motivating and Retaining Hotel Staff	1.5
50.	Saving Costs in the Accommodation Business	1.5
51.	Running a Sustainable Accommodation Business	1.5
	Step 2: Access to Markets (4 days)	
52.	Marketing Accommodation Services	2.0
53.	Selling Accommodation Services	2.0